Automotive World News

Clockwise from upper left: Austin Montego 2.0 HLS, Austin Montego 1.6, Austin Montego Vanden Plas, MG Montego.

Make way for Austin Rover Group's modern Montego

New British model to rival Ford Sierra and Vauxhall Cavalier in upper-medium market

By Richard Feast
European Editor

Another step in what BL's Austin Rover Group (ARG) calls its "product-led recovery" will take place April 25 when the upper-medium Montego sedan, a rival of Ford Sierra and General Motors' Vauxhall Cavalier (Ascona), hits the market.

ARG will now have a modern competitor in a segment where it has been weak for years. Montego's arrival spells the end of the unlovely Ambassador and aging Ital, a model originally launched as the Marina.

According to ARG, the segment took 27 percent of last year's UK total of nearly 1.8 million car sales. Thus, practically all Montego sales will be conquest, though there could be some substitution of Maestro, the hatchback from which the new model is derived.

Equally important to ARG is who the segment's customers are. In the peculiar UK market, up to seven of every 10 new cars are sold to business users. Most are sold to fleet buyers for their sales representatives.

Those powerful fleet buyers used to favor Ford Cortina, which achieved more success in the UK than anywhere else in Europe. Now they buy Sierra, but are increasingly switching to Cavalier. The arrival of Montego has ARG shouting, "Me too!"

This year's main thrust with Montego will be concentrated in Britain. It will go into European export markets this fall, followed by shipments to the Middle East and Australia. There is no prospect of exporting it to the U. S.; ARG's return to the U. S. hinges on the forthcoming luxury-car project with Honda.

ARG has a strict policy of never making sales forecasts, stemming back a few years to when extravagant predictions were made and never subsequently realized. Montego's expected performance can only be gauged from production plans.

Chairman Harold Musgrove says the Cowley factory will build 5,540 a week of the LC10 range, and 2,750 will be Montegos. That would yield an annual volume of about 130,000, generous in view of Maestro's actual registrations in the UK last year of 65,300. (The model was not exported until the fall.)

Total Austin Rover production in 1983 just topped 433,000, and should approach nearly 500,000 this year, Musgrove says. It would be higher except for several product introductions planned this year, including replacement of Triumph Acclaim by Rover 1300 (Honda-Ballade) and a revamp of Metro which will include a five-door model.

Project XX will appear toward the end of next year, and it will not be until 1986 that ARG starts nudging up to 600,000 annual volumes. Over the longer term the aim is to utilize fully the company's installed capacity of 750,000.

ARG's concentration of sales in Britain is hazardous. It stands a chance of being trampled by the heavyweight tactics of market-leader Ford and GM Vauxhall, pretender to the title. But ARG has maintained 17 to 18 percent of domestic sales the past few years, a creditable performance d e entirely to new products such as Metro, Maestro and Acclaim.

The potential for major improvement by ARG in the UK is limited by the competition. The longer term salvation will have to be exports. It does reasonably well in France (30,000) and Italy (27,000), and this year will add West Germany to its priorities; it has already signed an ambitious scheme with a market chain there to sell cars next to bacon and beans.

Musgrove maintains the company is technically equal to its main European competitors, but acknowledges its image is poor. One reason for its heavy commitment to international motor sports is to show Austin Rover products beating the best from Europe and Japan.

"We will be building up exports slowly, doing things right. If we get rapid growth, fine, but it's not a priority. We are looking to do things properly," says managing director (commercial) Mark Snowdon.

Montego is part of a 210 million pounds ($300 million) investment in the LC10 range. Sixty percent of stampings, mainly internal, are a carryover from Maestro, launched just over a year ago. But it looks much different; the nose is softer and only the sculpted door panels are a giveaway.

Montego is a bigger car. Its length of 176 inches is 17 more than Maestro's, and its wheelbase of 101 inches is 2.25 inches more. Weights range from 2,095 to 2,270 pounds.

Mechanically it is similar to Maestro, but it has a broader spread of engines, ranging from the 1.3-liter A-plus (68-HP) through a 1.6-liter S (85-HP) and 2-liter R (102 and 117-HP). Each was developed from an existing unit.

Manual transmissions are bought from Volkswagen (1.6-liter) and Honda (2-liter). The latter, a five-speed unit, will be used in Project XX. At present, the only automatic is on the 1.6 (from VW), but a Honda-designed unit for the 2-liter will be available.

There are six trim levels, including a luxury Vanden Plas and sporty MG with fuel-injected power unit. Also to come are a 2-liter diesel (a direct-injection unit being developed by ARG and Perkins) and a station wagon version.

Nissan first in Europe

Maintains sales lead among Japanese cars

Nissan imports in the UK in March reached a milestone no other Japanese auto company has reached anywhere in Europe: Registration of its one millionth car in a single country.

The event indicates the importance to Nissan of the UK, where its sales performance ensures that, in overall Europe, Nissan stays ahead of Toyota, Japan's leading auto maker. It was one of many reasons why Nissan decided to build its European base in Britain.

Nissan sells more cars in Britain than any other Japanese company in any other European national market. In 1983 the figure was almost 105,000, well over one-third of Nissan's European total.

Total Nissan registrations for 15 countries (detailed Greek statistics were unavailable) gave it 284,610, a market share of 2.7 percent. By contrast, Toyota recorded 231,261 for a European share of 2.2 percent — practically on a par with Volvo.

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JAPANESE CAR SALES IN EUROPE — 1983

Country	Daihatsu	Honda	Mazda	Mitsubishi	Nissan	Subaru	Suzuki	Toyota	Total	%
Austria	1,041	4,146	27,228	4,582	16,368	3,808	1,068	12,017	12,017	28.35
Belgium/Lux.	1,899	8,999	11,559	9,933	17,433	2,309	3,150	22,342	77,684	22.92
Denmark	2,858	1,126	12,616	999	7,220	247	13	10,042	36,042	31.01
Finland	764	4,055	7,859	4,384	15,642	184	2,328	12,742	47,958	40.15
France	0	8,227	13,632	3,860	16,001	0	0	12,851	54,571	2.70
Holland	4,827	10,815	19,952	14,075	23,382	3,598	11,355	19,837	107,841	23.49
Ireland	6	2	1,610	0	6,552	0	0	9,625	17,795	30.01
Italy	0	298	51	322	96	430	625	469	2,291	0.14
Norway	1,047	3,277	14,043	3,765	7,552	1,225	0	8,419	39,328	35.86
Portugal	165	543	309	83	2,562	386	32	3,394	7,474	9.74
Spain	658	872	764	431	849	107	601	1,473	5,759	1.05
Sweden	1,065	2,986	12,269	1,614	5,862	638	0	8,646	33,080	15.24
Switzerland	1,242	6,951	11,989	9,104	14,369	7,570	4,059	18,577	74,485	27.20
UK	5,198	18,796	17,638	9,145	104,684	3,627	3,356	31,683	194,127	10.83
W. Germany	6,290	30,766	58,567	37,516	46,038	5,604	14,120	56,000	256,389	10.56
TOTAL	27,060	101,859	210,086	99,873	284,610	29,733	40,707	229,038	1,022,966	9.85

A manufacturer breakdown from Greece is unavailable. However, Japan took 39.8 percent of the market in Greece with just under 24,500 units. If these are included in the European total, the Japanese share rises to just over 10 percent. In addition, Isuzu began retailing during 1983 (mainly in West Germany and Switzerland); its total was ust over 2,100 units, equivalent to an additional 0.02 percent for the Japanese total.

world news briefs

Renault 11 Turbo: Faster acceleration, better mileage.

Renault 11 goes turbo

A turbocharged version of the Renault 11 (above)—the American Motors Encore— has gone on sale in Europe. The 1.4-liter Cleon gasoline engine with Garrett T2 turbo produces 105-HP and a very flat torque curve. Renault says it can outaccelerate the more powerful R5 Turbo and yield better mileage.

Extra mileage Sierra

Ford of Europe's 1.6-liter Sierra has a revised engine for better mileage, particularly in city driving. The E-Max has a smaller bore, longer stroke and high compression, lean-burn cylinder head. Power remains the same, but the improvement on the ECE mileage cycle averages 9.6 percent.

GM invests in Belgium

GM Continental assembly plants at Antwerp, Belgium, are getting a BF 6.2 billion ($110 million) investment, mainly for a paint plant that will be operating in two years.

Scania outlook improves

The Truck and Bus Division of Saab-Scania Group's production this year is running 30 percent above 1983. An influx of orders since last fall, including a substantial one from Iran, means the Swedish company will have to recruit around 1,000 workers.

Parts deal for Jaguar

Jaguar Cars has taken another step toward an expected public stock offering this summer. It signed a long-term components distribution agreement with Unipart which will result in the reopening of a warehouse near Jaguar's main assembly plant in Coventry. For the past 12 years, Jaguar replacement parts have been distributed with other BL lines.

Poles want new model

Poland's FSO car factory reportedly is looking for a Western partner to provide a replacement for the Fiat 125 version it currently produces. It wants the replacement produced at twice the current rate (60,000 a year), a fourth of them exports.

Ford's reprimand

Ford of Britain has been severely criticized by the Office of Fair Trading for charging very high prices for its replacement-part body panels, and for the way it has tried to eliminate competition from outside suppliers.

Opel strikes accord

Adam Opel employes, fearing that a recent $2.6 billion capital investment plan would mean more automation and fewer jobs, have been reassured. The German auto maker will reduce its 59,000-person payroll by no more than 5 percent over the next five years, a fourth of what the union had predicted.

New faces at Opel

Adam Opel has two new board of management members: Richard E. Durkin, 51, formerly with Chevrolet Motor Division, succeeds John Rhame as finance director, and D. Michael Ross, 44, formerly with Fisher Body Division, succeeds David Campbell as production director. Rhame returns to the U. S. as General Motors comptroller and Campbell joins GM's new small-car group as director-operations.

Setback for Reliant

A prototype of the new sports car being developed by Reliant Motor was destroyed by fire at the company's Tamworth, England, shops in March. The little two-seater—in the MG Midget/Triumph Spitfire category—will debut at the International auto show, Birmingham, in October.

Norwegian changes suggested

A government-appointed committee has recommended that Norway's new-car prices should come down and gas prices should rise. The panel also recommended import taxes by vehicle weight. A family car now priced at $12,000 would drop by 20 percent over five years. At the same time, income lost by the government in taxes would be covered by a 30 percent rise in gas prices.

GM's British loss

General Motors' UK operations last year cost the company some $77 million, a rise of 41 percent over 1982. Vauxhall passenger car operations lost $1.5 million, but depressed worldwide conditions for trucks (Bedford) accounted for most of the deficit.

Ford switches to aluminum

Ford of Europe will gradually switch to aluminum radiators (from copper/brass) for passenger cars. This follows the $36 million investment to convert its Basildon, England, component plant which makes the radiators.

Daf to supply Leyland

Holland's Daf Trucks plans to become a diesel engine supplier to Leyland Vehicles, the financially troubled truck and bus business belonging to BL.

Lead-free agreement

West Germany auto makers and oil companies have agreed on technical standards for lead-free gasoline the government plans to introduce in 1986. The Germans are pressing for a European-wide lead-free introduction, but seem determined to go it alone if they cannot persuade their neighbors.

AC changes hands

AC Cars—famous for its 1960s Ford-engined Cobra sports cars —has changed hands and is moving to Scotland. New owner David McDonald will have the cars built near Glasgow. He plans to expand the miniscule volume of the mid-engined ME300 sports car.

South African deal done

Daimler-Benz's plan to take over its South African production and sales company (UCDD, of Pretoria) has been completed. The company is now known as Mercedes-Benz of South Africa (Pty.) Ltd. Last year the company sold 13,607 cars and employed 5,000 people.

Thatcher for U. S.

Mark Thatcher, son of the British prime minister, has taken a $64,000 a year job promoting sales for Lotus Performance Cars in the U. S.

Renault reigns in 1983 new-car sales

But European competition is getting tougher and closer

By Richard Feast
European Editor

Had it been a horse race, Europe's 1983 new-car sales derby would have been a classic.

As the finish line neared, it was clear the outcome would be close. There were six strong contenders including an American-bred entry that led most of the way and a fast-finishing reigning champion from France.

In the end it was a photo finish, with the blue color of the Renault stable beating the stars and stripes of Ford by a nose.

The competition had never been more intense, and now that the details are available it is possible to see just how close it was. Renault led Ford by only 16,500 units in a market that totaled just under 10.45 million.

Other leading competitors were all in contention. Third went to Fiat Auto, ahead of the VW-Audi Group, Peugeot SA (Citroen and Peugeot-Talbot) and General Motors (Opel-Vauxhall). Other entries such as BL, Daimler-Benz, BMW and Volvo were way down the field.

Only 1.53 percent (160,000 units) separated Renault from sixth place GM. A year earlier the gap between the two was 4.92 percent and more than 491,000 vehicles. This dramatic outcome was a reflection of Renault's serious decline and GM's startling advance. Early returns this year suggest the transposition has been completed, with GM ahead and Renault trailing in sixth place.

Any one of 1983's top six could be 1984's market leader. But whichever it is, the prize will be great. There are a lot of kudos to being first, but no one remembers the other finishers, however close.

Total registrations for the 16 countries in 1983 rose by 4.5 percent to 10,448,222. That didn't match the 10.65 million of 1979, but the bleak days of the early 1980s now are well behind. Auto makers anticipate more growth this year, though not as great as last year.

Last year's recovery was very patchy. More countries reported declining demand than increased buying—nine to seven. This was epitomized in the four major national markets, West Germany, France, the UK and Italy, which between them account for three of every four new models sold in Europe. Between them, there were nearly 508,000 more new German and British customers than the previous year. In France and Italy there were more than 141,000 fewer. This healthy 366,500 addition to the total mainly dictated 1983's overall result. In the remaining 12 countries the number of additional new buyers was 84,500, mainly in Holland, Austria and Denmark.

• Renault's fall in sales was greatly the result of a slowdown in demand in its country of origin. But this was only part of the story, as Renault faced 1983 under pressure from all directions.

The Peugeot group (PSA) won back some of the ground it had lost to Renault in France. In Renault's prime European export market, Italy, Fiat mounted an aggressive sales campaign to go with the launch of its new baby Uno. The combination of falling Italian sales and Fiat pressure was felt by all other auto makers, not just Renault.

In Spain, another large market where Renault is market leader, there was increased competition from the recently opened GM-Espana and its Opel Corsa. Renault lost market share. And it lost small slices of the action in the two large markets where demand was strong, Germany and Britain.

The end result was an 8.7 percent drop in volume to 1,320,532. Renault landed the No. 1 spot solely on its performance in France in December, for up to the end of November Ford was just ahead.

There seems little doubt that Renault pulled a lot of 1984 volume into the end of 1983, whatever the healthy demand for new cars in France in December. In the opening two months of this year, Renault business in France plunged nearly 19 percent compared with an overall trend of 9 percent. It has even fallen behind arch rival PSA in French market share.

Domestic demand for the 9/11 remains good, but Renault's weaknesses are the medium range R18 and small hatchback R5. All direct rivals are newer and brighter. While replacements are being rushed through, Renault's main newcomer is the upper range R25. Whether it can achieve the ambitious volumes planned for it, against some stiff, prestige opposition, remains to be seen.

This year may go down as a low point for Renault. It could easily lose its European lead, and could concede the top slot in France to PSA. Its concerns are compounded by a desire to reduce labor, continuing worries in its truck and bus operations, and recent poor financial results.

• Ford's sales results were its best ever in Europe. It put a brave face on losing market leadership, a missed goal which cost it dearly in promotional support. Its registrations rose 6.3 percent to 1,304,028, a share of 12.48 percent compared with Renault's 12.64 percent.

The company was in part carried along by increased demand in the countries in which its manufacturing is concentrated, Germany, the UK and Spain. But it lost market share in Bri-

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Japanese

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The only other company topping 200,000 was Mazda with 210,086, a market share of 2.02 percent.

Total Japanese registrations in Europe in 1983 reached a record 1,025,082, up almost 11 percent over 1982, and the first time Japan's total breeched the million mark.

In unit terms, West Germany (256,400) and the UK (194,100) were the most important markets for the Japanese. By market share, however, the key spots were Finland (more than 40 percent) and Greece, Norway, Denmark and Ireland, each more than 30 percent Japanese.

• Apart from Nissan's UK total, each of the other Japanese auto makers sold more in Germany than in any other single market. Toyota was top Japanese importer in Belgium, Ireland, Portugal, Spain and Switzerland. Nissan was tops in the UK, Finland, France and Holland, with Mazda the leading Japanese make in Austria, Denmark, Norway, Sweden and Germany. In the highly restricted Italian market, specialist Suzuki was high with only 625 units.

Nissan's British total nearly doubled the next-best total by a Japanese maker in a single market, Mazda's 58,600 in Germany. Nissan's UK figure, though, is an artificial one. It was frozen at approximately 6 percent when the Anglo-Japanese agreement on quotas was agreed in 1976. Since then, total Japanese imports in the country have been restricted to 11 percent. The cut-off point is double-edged: Nissan believes it could have grown more, but its competitors feel much the same. Frozen at points they had reached in 1976, Toyota, Mazda and Honda feel strangled by restraints. Also, smaller newcomers like Subaru, Suzuki and Daihatsu have arrived, and their numbers mean even fewer units for the majors.

The UK restriction is insignificant compared with those in France and Italy. Japan's quota for Italy is only 2,200. Even though the French market is large, Japan's permissible 3 percent of last year's total would have amounted to no more than 60,500; in the end Japan's registrations were fewer than 54,600.

There are also local restrictions in the large Spanish market and small Portuguese and Irish markets. As a result, the full effect of Japan's auto powerhouse has never been felt in Europe as a whole, and it seems unlikely it ever will be.

Europe sales

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tain and Spain (courtesy of GM) and increased only marginally in Germany. Preliminary 1984 results indicate that Ford has slipped still further in Spain and Britain, and that its German share is now being greatly eroded.

Ford achieved a very impressive result last year in France, its main export market, where it registered 143,500 cars for a share of 7.11 percent. This was third only to the 288,000 in Germany and an awesome 518,000 in Britain.

One area where Ford will never be seriously lacking is in the youth of its model range. A Granada may look old by today's standards, but still is quite modern, and a replacement is well on the way. There will be no major model announcements from Ford this year. Instead it will concentrate on plugging gaps and pushing its newly introduced small diesels.

However, continued market pressure from GM (and Austin Rover) in the UK and from VW (and GM) in Germany are indicators of a lower slice of the overall European market for Ford this year.

Fiat Auto, which includes Lancia and Autobianchi brands, improved volume by 4 percent to 1,280,541, equivalent to 12.26 percent of the 16-country definition. (Fiat's own idea of Europe is somewhat smaller and excludes Spain.) It was the only real winner in Italy last year, increasing its share from 51.6 percent to 55.4 percent despite a falling market. The key was Uno, the small car launched with fanfare in Florida early in the year.

Uno (and the whole Fiat range) helped Fiat to increase its business in France, Holland, Belgium, Switzerland, Norway and Denmark. It was the leading importer in Germany, though it lost market share there.

Fiat has decided on a policy of Fortress Europe, having withdrawn from other key world markets. However, there is a temptation to think of it as Fortress Italy; 68 percent of Fiat's European sales last year were in its home market, the highest concentration in any country by any of the leading makers.

Its registrations in France (nearly 121,000) and Germany (101,500) were good, but the company's one export weakness was—and remains—the UK. Its woeful 3.1 percent share in 1982 was cut further to 2.8 percent (fewer than 50,000). Its presence in Spain, the fifth largest market, is almost non-existent following the divorce from Seat.

In short, Fiat's sales lack balance. If the Italian market goes down, Fiat's European share will almost certainly fall with it. Britain and Spain apart, it has some useful export markets as compensation, but more than any other it is a mono-market make.

The VW group has a concentration in its home market too (54 percent of all its European sales last year). But it has its North American exports, as well as manufacturing there.

Overall, VW's 1983 increase was of the order of 2.9 percent to 1,227,211, equivalent to 11.75 percent. A detailed breakdown is not available, but the group's increase was almost entirely on account of the Audi Division.

The success of the new Audi 100 resulted in an increase of a quarter in Audi business, while VW registrations actually declined slightly, despite healthy home demand. It lost market share in its three main export markets, though volumes remained high: 115,500 in France, 100,700 in the UK and just over 91,000 in Italy.

VW's strength was in northern Europe, and it can boast market leadership in Austria and Switzerland as well as Germany. It, too, is handicapped by a thin Spanish presence, though the recent link with Seat — which results in VWs being made in Spain—will strengthen its overall standing.

In addition, continuing increases in German demand and the new generation Golf being produced in record numbers in Wolfsburg indicate an improvement in group fortunes this year. This year could result in a considerable European rivival for VW and Audi.

Fifth in rankings last year was PSA. It recorded a marginal fall in sales (5,500) to end the year on 1,220,098 and 11.7 percent. It chalked up a number of small pluses in national market shares (Switzerland, Sweden, Denmark, Ireland and Greece) but its main thrust last year was in France. It achieved a notable gain.

With new products like the Citroen BX and Peugeot 205, PSA concentrated on clawing back some of its lost domestic share. Despite an overall slackening in car purchases, PSA increased its registrations (by about 28,000) and finished the year with a slice of 32.2 percent compared with 30.2 percent one year earlier.

This year, PSA promises, will see a renewal of the export effort based on the 205 and BX. On the other hand, there is some truth in the comment that PSA business has declined to such an extent that the only way to go is up. When the group was created, by absorbing Chrysler-Europe at the end of the 1970s, its market share was of the order of 18 percent. It has gone steadily down since then, and there are no suggestions that it—or any other company — can achieve such preeminence in the foreseeable future in Europe.

Automobiles Citroen's sales performance was a steady one. It made gains with the BX, but lost a great deal on the GSA range. Overall, it added in the region of only 5,000 units (to 505,000) and thus lost market share in the process.

At Automobiles Peugeot, the Talbot slide continued unabated, and only the performance on the Peugeot side (new 205 and considerably revamped 305 and 505) maintained equilibrium. By the end of the year Peugeot was up around 50,000 units.

So far this year PSA has moved ahead of Renault in France. It was an encouraging sign in view of its professed intention of concentrating on exports. Overall, in the first two months Peugeot's and Citroen's sales climbed; as ever, Talbot was down, in no small part on account of the bitter industrial dispute which halted production earlier this year.

But the most impressive sales performance last year was by GM's Adam Opel and (in the UK) Vauxhall Motors. Total registrations soared by 21.6 percent to 1,161,208, a market share of 11.1 percent that put GM with the front runners at last.

It did not gain a place, but finished a competitive sixth rather than a distance sixth. The key was the opening (at the end of the previous year) of the Corsa factory at Zaragoza, Spain. It gave GM a small car competitor for the first time and a proper entry in the previously closed Spanish market.

In 1981 GM registered 818,500 cars for a market share in Europe of 8.3 percent; market leader Renault took 13.7 percent. The following year GM was at 958,400 and 9.6 percent; Renault had improved to 14.4 percent. Last year the pattern was completely reversed as GM joined the grownups and Renault headed for the recovery wing.

Corsa (known as Nova in the UK) is a big success. Unlike in the U. S., the J-car (Ascona/Cavalier) was exceptionally well received, and the Kadett/Astra continued to provide the bulk of GM's European sales. The model will probably suffer at the hands of the new Golf this year, but Opel's replacement is due this fall. Insiders suggest that it will be a more radical styling job than VW did with the Golf.

GM's traditional European base has been Germany, where it registered nearly 449,000 models last year. But Vauxhall's

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NEW-CAR MARKET SHARES IN EUROPE

Country		Renault	Ford	Fiat Auto	VW-Audi	Peugeot group	General Motors	BL	Daimler-Benz	BMW	Volvo	Japan (all)	Total units
Austria	'83	4.86	8.75	5.89	21.02	5.37	13.70	0.19	3.20	3.44	1.56	28.35	247,847
	'82	6.09	8.59	6.14	20.78	7.27	14.21	0.32	2.52	3.62	1.57	25.76	194,150
Belgium/Lux.	'83	8.17	7.79	6.20	13.09	13.47	11.20	1.51	2.49	2.96	2.05	22.92	338,933
	'82	9.40	8.59	5.61	13.41	13.66	10.28	1.60	2.45	3.30	2.06	21.51	344,318
Denmark	'83	0.57	14.84	5.35	5.24	7.16	13.74	0.11	0.77	2.03	3.78	31.01	116,238
	'82	0.95	16.11	4.77	5.72	6.97	14.29	0.60	1.17	2.04	3.51	25.25	85,405
Finland	'83	0.69	8.23	5.13	4.67	6.78	8.02	0.25	2.40	2.00	4.82	40.15	119,440
	'82	0.77	9.72	5.55	4.98	7.49	8.48	0.07	2.42	1.97	4.75	35.49	128,017
France	'83	35.13	7.11	5.99	5.72	32.21	3.83	1.52	0.39	1.64	0.69	2.70	2,017,617
	'82	39.14	6.46	4.93	6.05	30.24	2.52	1.59	0.87	1.63	0.53	2.91	2,056,490
Greece	'83	7.84	9.03	3.78	2.82	5.58	10.43	.....	.....	2.30	.....	39.80	61,549
	'82	4.45	12.70	3.82	3.63	5.22	9.36	.....	.....	2.34	.....	45.85	79,981
Holland	'83	6.36	10.82	6.55	8.29	10.59	16.31	1.74	1.94	3.23	4.81	23.49	459,131
	'82	7.98	10.43	5.47	9.13	11.92	16.13	1.61	1.98	3.51	4.19	22.37	406,911
Ireland	'83	8.85	21.46	8.91	4.45	4.36	12.62	5.26	0.49	0.65	1.47	30.01	59,148
	'82	10.43	22.78	9.19	6.63	3.98	11.06	4.01	0.68	0.88	1.45	27.56	72,829
Italy	'83	10.22	4.57	55.38	5.76	6.38	3.50	1.71	0.84	1.78	1.09	0.14	1,582,027
	'82	11.03	5.04	51.63	6.86	8.46	3.71	1.88	0.78	1.56	0.88	0.14	1,684,580
Norway	'83	0.44	14.78	2.49	11.13	5.19	13.29	.....	1.56	1.90	7.61	35.86	109,672
	'82	0.45	15.22	1.63	11.96	5.43	13.24	.....	1.34	2.19	6.31	36.80	115,573
Portugal	'83	36.72	5.55	13.90	1.97	15.51	8.97	5.68	.....	.....	1.20	9.74	76,702
	'82	31.67	7.17	14.47	2.13	18.62	7.33	5.44	1.00	1.55	1.32	8.46	73,246
Spain	'83	31.16	13.22	0.77	1.27	17.04	9.70	0.42	0.91	0.85	0.32	1.05	550,436
	'82	32.03	15.16	0.39	0.79	17.28	3.21	0.30	1.41	0.96	0.34	1.27	535,733
Sweden	'83	1.02	9.93	2.57	10.19	3.09	9.64	.....	2.70	1.89	28.56	15.24	217,123
	'82	1.13	10.26	1.87	12.03	2.51	10.23	.....	2.88	1.67	26.33	15.20	218,428
Switzerland	'83	5.38	8.86	8.60	14.77	8.73	13.05	0.83	1.93	4.02	2.38	27.20	273,886
	'82	6.88	8.13	8.54	13.80	8.27	13.31	0.96	2.19	4.40	2.09	26.69	290,890
UK	'83	3.51	28.91	2.77	5.62	5.87	14.63	18.57	0.75	1.40	3.42	10.83	1,791,699
	'82	4.12	30.49	3.14	5.94	6.43	11.69	17.83	0.78	1.48	3.32	11.00	1,555,027
W. Germany	'83	3.69	11.87	4.18	28.27	3.79	18.49	0.24	10.14	6.41	0.63	10.56	2,426,774
	'82	3.89	11.26	4.33	29.32	4.03	18.22	0.19	10.84	5.91	0.58	9.80	2,155,537
TOTAL	'83	12.64	12.48	12.26	11.75	11.68	11.11	4.04	3.25	2.91	2.21	10.05	100
	'82	14.47	12.27	12.32	11.93	12.26	9.55	3.70	3.25	2.75	2.01	9.50	100
Units	'83	1,320,532	1,304,028	1,280,541	1,227,211	1,220,098	1,161,208	422,254	339,105	304,068	231,261	1,049,580	10,448,222
	'82	1,446,349	1,226,428	1,231,236	1,192,987	1,225,619	955,013	370,324	325,336	274,695	200,857	949,727	9,997,195

Except where indicated, numbers refer to market shares. Top Lines for each country are 1983 figures; the bottom line is 1982. Although some statistics from Greece and Portugal are unavailable, their small volumes do not affect overall results.

Sleuthing out the sales statistics

Auto makers view Western Europe as one market, the largest chunk of business in the world, bigger in recent years than the U. S.

That view is understandable, especially now that the European Economic Community covers 10 countries. But national differences are significant. The average income of a Parisian, for instance, is three times that of a Neopolitan. The EEC has 11 prime languages; a myriad of national regulations; socialist, centralist and conservative governments; and a currency exchange system which does not always move with one accord, despite a sinister-sounding financial device known as "The Snake."

Neither are there any official European automotive registration statistics. Europe, to one auto maker, is 16 countries; to another it is 14 or 15. In some countries (West Germany, for example) certain vans are listed as the passenger car statistics; in others (Britain) they are not.

Some countries' statistical reporting systems are fast. The UK and Sweden issue final and accurate registration statistics within days after the close of a month. Most other countries have theirs within the month, but some are hopelessly late and erratic. Accurate Greek statistics are rare, and hardly anyone has ever seen a complete set of Italian registrations. All European auto makers work on the basis of sales to dealers and organize their own unofficial exchanges of information. This became apparent when Automotive News embarked on a project several weeks ago to compile definitive European statistics. The project was important because of the closeness in sales of Europe's six leading auto groups.

The results, for the most part based on official statistics from national bodies, are printed in tables above and on Page 30. A few statistics were provided by manufacturers, but even then there are some gaps. Nevertheless, the statistics give the most comprehensive picture of 1983 and 1982 registrations as has been published to date. They show the close competition among the six leading auto makers, covered by 1.53 percentage points; the year-end margin Renault had over Ford (16,500 units out of a market of nearly 10.5 million) to retain the No. 1 sales spot; the dramatic sales decline by Renault and huge gains by the two U.S.-owned groups, Ford and, particularly, General Motors; the high overall level of sales, 4.5 percent above the previous year but still some way behind the 10.65 million achieved in 1979; the wide variety in national sales patterns—record levels in the UK, strong growth in Germany and small declines in France and Italy; and record numbers registered by the Japanese makers—more than one million for the first time.

VW Golf is top seller

Escort is second in Western Europe

By Richard Feast
European Editor

Volkswagen Golf (Rabbit) was the best-selling car model in Western Europe in 1983, despite an interruption in production to introduce the second-generation version last fall. A late sales charge as production climbed resulted in full-year Golf registrations of approximately 464,000.

BEST-SELLING CAR MODELS IN EUROPE — 1983

WEST GERMANY
(2,426,774 total sales)

Pos. 1983	Model	Units 1983	1982 pos.
1	VW Golf	224,887	1
2	Opel Kadett	189,993	3
3	Mercedes-Benz (W123)	135,651	2
4	Opel Ascona	117,782	5
5	VW Passat	107,940	4
6	Ford Sierra	97,478	—
7	BMW 3-series	91,886	9
8	Audi 80	84,542	6
9	Opel Rekord	79,983	—
10	Audi 100/200	78,699	—

FRANCE
(2,017,617 total sales)

1	Renault 5	213,805	1
2	Renault 9	139,229	2
3	Renault 11	126,740	—
4	Renault 18	106,102	3
5	Peugeot 205	105,634	—
6	Peugeot 305	105,235	4
7	Citroen BX	91,069	—
8	Citroen Visa	66,657	5
9	Renault 4	62,062	7
10	Ford Escort	52,807	9

UNITED KINGDOM
(1,791,699 total sales)

1	Ford Escort	174,190	1
2	Ford Sierra	159,119	—
3	Austin Rover Metro	137,303	3
4	Vauxhall Cavalier	127,509	5
5	Ford Fiesta	119,602	4
6	Austin Rover Maestro	65,328	—
7	Vauxhall Astra	62,570	6
8	Triumph Acclaim	38,406	7
9	Nissan Sunny	36,781	9
10	Volvo 300 series	36,753	—

ITALY
(1,582,027 total sales)

1	Fiat Uno	245,000	—
2	Fiat Ritmo/Strada	167,000	2
3	Fiat Panda	157,000	3
4	Fiat 127	60,900	1
5	Autobianchi A112	59,250	7
6	VW Golf	51,000	6
7	Renault 9	49,300	8
8	Renault 5	47,700	5
9	Lancia Prisma	42,050	—
10	Fiat 126	33,650	—

SPAIN
(550,436 total sales)

1	Renault 9	46,100	3
2	Renault 5/7	41,730	1
3	Opel Corsa	37,634	—
4	Renault 18	37,591	4
5	Seat Ritmo/Ronda	32,697	2
6	Ford Fiesta	32,302	7
7	Seat Panda	31,439	8
8	Seat 127/Fura	30,534	5
9	Talbot Horizon	30,502	10
10	Ford Escort	29,063	6

HOLLAND
(459,131 total sales)

1	Opel Kadett	35,062	1
2	Ford Escort	25,556	3
3	Volvo 300 series	17,735	5
4	VW Golf	16,454	2
5	Opel Ascona	14,668	4
6	Opel Corsa	12,816	—
7	Ford Sierra	12,109	—
8	Mazda 323	10,476	7
9	BMW 3-series	10,319	—
10	Opel Rekord	9,374	—

BELGIUM/LUX.
(338,933 total sales)

1	VW Golf	17,102	1
2	Opel Kadett	16,925	2
3	Lada	10,190	3
4	Opel Ascona	9,447	4
5	Ford Fiesta	8,654	6
6	Ford Sierra	7,876	—
7	Mazda 323	7,502	5
8	Ford Escort	7,254	9
9	Renault 9	6,971	7
10	Peugeot 305	6,892	—

SWITZERLAND
(273,886 total sales)

Pos. 1983	Model	Units 1983	1982 pos.
1	VW Golf	15,584	1
2	Opel Kadett	12,687	2
3	Ford Sierra	9,907	—
4	Ford Escort	8,322	5
5	Opel Ascona	8,290	3
6	Toyota Tercel	7,837	—
7	BMW 3-series	6,411	8
8	Opel Rekord	5,944	10
9	Mazda 323	5,771	4
10	Fiat Ritmo/ Strada	5,742	7

AUSTRIA
(247,847 total sales)

1	VW Golf	25,197	1
2	Mazda 323	15,032	2
3	Opel Kadett	14,113	3
4	Opel Ascona	12,574	4
5	Mazda 626	10,910	10
6	Ford Escort	9,394	5
7	Ford Sierra	7,336	—
8	Audi 80	6,204	7
9	VW Passat	5,807	6
10	Nissan Sunny	5,783	—

SWEDEN
(217,123 total sales)

1	Volvo 200-series	49,772	1
2	Saab 900	21,217	2
3	VW Golf/Jetta	11,353	3
4	Volvo 300-series	9,591	5
5	Opel Kadett	7,873	4
6	Mazda 323	7,681	7
7	Saab 99	7,147	6
8	Ford Escort	7,052	8
9	Ford Sierra	6,052	—
10	Opel Ascona	5,262	9

FINLAND
(119,440 total sales)

1	Lada	9,512	1
2	Nissan Sunny	7,124	6
3	Toyota Corolla	6,284	4
4	Nissan Cherry	6,031	2
5	Mazda 323	4,803	5
6	Ford Escort	4,353	7
7	Opel Kadett	4,084	3
8	Saab 99	3,884	9
9	Volvo 200-series	3,512	—
10	Opel Ascona	3,295	—

DENMARK
(116,238 total sales)

1	Opel Kadett	8,229	2
2	Skoda	7,977	1
3	Ford Sierra	7,005	—
4	Toyota Corolla	6,770	6
5	Mazda 323	6,743	3
6	Ford Escort	6,482	7
7	Mazda 626	5,100	—
8	Lada	4,900	5
9	Opel Ascona	3,582	8
10	Fiat 127	3,459	—

NORWAY
(109,672 total sales)

1	Ford Sierra	6,342	—
2	Volvo 200-series	5,938	4
3	VW Golf	5,803	5
4	Opel Ascona	5,431	1
5	Mazda 626	5,308	—
6	Mazda 323	4,867	2
7	Opel Rekord	4,129	—
8	Mazda 929	3,867	6
9	Nissan Cherry	3,136	9
10	Ford Granada	3,100	—

IRELAND
(59,148 total sales)

1	Ford Fiesta	5,683	1
2	Toyota Corolla	3,917	4
3	Opel Kadett	3,503	3
4	Ford Sierra	3,048	—
5	Ford Escort	2,846	2
6	Toyota Starlet	2,275	5
7	Opel Ascona	2,228	10
8	Fiat Ritmo/ Strada	1,998	—
9	Nissan Sentra	1,856	—
10	Renault 9	1,800	—

PRODUCTION OVERSEAS

BRAZIL
Cars

	1 mo., 1984	1 mo., 1983
Farus	3	10
Fiat	8,777	10,584
Ford	12,376	12,510
General Motors	10,669	16,244
Gurgel	5	0
Puma	11	23

Ford Escort was second at 442,000, Renault 5—which vied with Escort for first place in 1982—fell to 384,000, marginally behind the Ford Sierra and way behind General Motors' Kadett/Astra with 401,000.

These unoffcial figures emerge from a country-by-country survey of the top 10 sellers in 14 European markets.

Golf gained firsts in four countries, all in the northern region: West Germany, Belgium/Luxembourg, Switzerland and Austria.

The only other model to gain more than one first place was Opel Kadett, tops in Holland and Denmark. Ford's No. 1 spots were spread across its model range, with Escort the best seller in the UK, Sierra in Norway and Fiesta in Ireland.

Fiat's new Uno went straight to the top of the Italian chart, pushing the 127 from first to fourth place. With 245,000 units sold in its country of origin, Uno's numbers were greater than for any other model in any other national market in Europe. That honor went in 1982 to Renault 5 in France (more than 272,000); but decline in demand in France and increased competition resulted in Renault registering just under 214,000 R5s last year. That was still good enough for No. 1, but represented less than 11 percent of the market compared with around 15 percent two years earlier.

In France the R5 was pressed by the R9 and R11. The combined success of these two basically similar models was 266,000.

In Spain it was a similar picture. The newer R9 displaced the R5/7 to become the country's most popular car. (The R7 is a unique Spanish product—an R5 with a conventional trunk.)

Sweden's best seller was the Volvo 200 at almost 50,000 registrations.

The only model from outside Western Europe to make it to the top was the Soviet Union's Lada in Finland, where Russia has close trading links. It is also a reflection of how well a cheap car can sell in a country where taxes create very high retail prices.

It is a similar story in much of Scandinavia. Because of the low-cost cars of Comecon and Japan, the highest-placed European car in Finland was in sixth place (Escort). In Denmark the Czech Skoda (first in 1982) was just beaten by Kadett. In Norway, four out of the top 10 were from Japan. The exception to the major presence of Japan in Scandinavia was Sweden, where its slice was only 15 percent.

No Japanese model made it to the top in Europe last year. But there were three runners-up: Mazda 323 in Austria, Nissan Sunny in Finland, and Toyota Corolla in Ireland. Mazda was the most consistent Japanese performer in the various top 10s, with eight placings among the 14 listings.

Sta Matilde	8	0
Toyota	11	15
Volkswagen	18,567	26,142
Total	50,367	65,528
Vans, trucks, buses		
Agrale	50	1
Fiat	3,261	3,607
Fiat Diesel	51	24
Ford	3,160	2,228
General Motors	1,617	1,310
Gurgel	77	58
Mercedes-Benz	2,482	15
Puma	0	4
Scania	175	26
Toyota	214	119
Volkswagen	535	862
VW Camiones	326	252
Volvo	110	79
Total	12,058	8,285
Total vehicles	62,367	74,113

SPAIN
Cars

	12 mos., 1983	12 mos., 1982
Citroen	112,221	94,498
Ford	221,912	222,026
General Motors	246,340	21,812
Renault	283,172	296,107
Seat	223,887	240,005
Talbot	54,049	53,052
Total	1,141,581	927,500
Vans, trucks, buses		
CAF	0	146
Citroen	20,435	36,335
Enasa	13,931	13,527
Ford	5,884	7,521
Hispavinsa	2,551	3,152
Land-Rover	17,804	13,380
Mercedes-Benz	9,172	12,232
Motor Iberica	20,297	18,196
Renault	30,495	31,398
Seat	26,152	6,120
Setra	168	0
Talbot	251	0
Total	147,140	142,007
Total vehicles	1,288,721	1,069,507

REGISTRATIONS OVERSEAS

SWEDEN
Cars

	2 mos., 1984	2 mos., 1983
Alfa Romeo	136	50
BMW	561	417
Daihatsu	138	67
Fiat Auto	867	536
Ford	3,207	3,224
General Motors	3,103	2,666
Honda	525	421
Lada	262	222
Mazda	1,185	1,004
Mercedes-Benz	696	625
Mitsubishi	128	226
Nissan	641	868
Peugeot SA	1,165	779
Citroen	542	301
Peugeot/Talbot	623	478
Porsche	30	17
Renault	260	310
Saab	5,512	4,440
Skoda	58	41
Subaru	149	80
Toyota	1,189	1,262
VW-Audi Group	4,207	2,593
Audi	1,250	393
Volkswagen	2,957	2,200
Volvo	11,516	9,089
Others	131	232
Total	35,537	28,943

ITALY
(sales)
Cars

	2 mos., 1984	2 mos., 1983
Alfa Romeo	25,882	17,425
BL	4,512	5,674
BMW	6,008	4,833
Fiat Auto	173,952	151,842
Fiat	146,135	128,716
Lancia/ Autobianchi	27,817	23,126
Ford	12,898	14,215
General Motors	11,342	9,455
Innocenti	5,014	2,431
Mercedes-Benz	2,588	2,149
Peugeot SA	24,084	21,643
Citroen	14,072	12,618
Peugeot/Talbot	10,012	9,025
Renault	34,134	31,249
VW-Audi Group	15,708	18,942
Audi/Porsche	3,357	4,869
Volkswagen	12,351	14,073
Volvo	3,780	3,516
Others	5,171	2,176
Total	325,073	285,550

AUSTRIA
Cars

	2 mos., 1984	2 mos., 1983
Alfa Romeo	458	319
BL	42	66
BMW	1,785	1,366
Daihatsu	118	110
Fiat Auto	2,600	1,259
Ford	3,552	2,783
General Motors	4,536	4,777
Honda	669	428
Lada	168	233
Mazda	3,288	2,965
Mercedes-Benz	1,236	1,082
Mitsubishi	576	717
Nissan	1,630	2,287
Peugeot SA	2,727	2,171
Citroen	1,261	833
Peugeot/Talbot	1,466	1,338
Porsche	121	66
Renault	1,673	1,544
Saab	83	66
Seat	202	.....
Skoda	75	132
Subaru	405	715
Suzuki	153	116
Toyota	1,631	1,749
VW-Audi Group	6,888	6,844
Audi	1,263	1,760
Volkswagen	5,625	5,084
Volvo	618	547
Others	17	23
Total	35,128	32,365

Europe sales

Continued from Page 29

efforts meant that the UK became much more significant than previously, with more than 262,000 units. Its French market share improved considerably (77,000-plus) and it retained its Dutch leadership with nearly 75,000. Its Italian result (55,000) was held in check by Fiat but the 53,000 in Spain was a solid plus.

This year GM can make further progress, given the overall recovery in Germany and its extraordinary efforts to catch Ford in the UK; it has already overhauled Austin Rover for second place. Given anticipated European growth, though, even over the medium term GM may be reaching the limits of its European capacity. A decision to extend its Spanish operation would come as no surprise.

Of the other European auto makers, BL was a distant seventh with just over 4 percent. This was more a reflection of its UK base, where 79 percent of its customers were last year. BL's Jaguar and Austin-Rover Divisions will be making bigger efforts in Europe this year, but simple capacity limits — at 750,000 — will prevent it ever becoming a front-runner.

Daimler-Benz's foundation in Germany contributed mostly to its 3.2 percent overall. Of its 339,000 European conquests, 246,000 were in its country of origin. Its main exports were to France (nearly 19,000) and Italy and the UK (around 13,500 each).

Volvo's total of 231,000 was based on returns mainly from Sweden and the UK with around 61,000 each. Italy (17,000 last year), France (14,000) and Germany (15,000) present the biggest challenges to the Swedish company.

BMW's 304,000 comprised just over half in Germany and solid chunks in its special market niches across the whole of Europe. In number terms it did best in France (33,000), Italy (28,000) and the UK (25,000). In market shares its best exports were to Switzerland (4 percent of total sales) and Austria, Holland and Belgium with around 3 percent each.

Tops '78 record by 3.4 percent

First-quarter truck sales hit peak

Continued from Page 16

cent, 11,958 versus 10,374, and heavies totaled 38,278 units, a gain of 35.4 percent over the year-earlier 28,264.

Sales of compact trucks in the first three months showed a drastic improvement over last year.

Through March, the total was 399,792 units, an increase of 77.9 percent over the year-earlier 224,682. They accounted for 40.1 percent of the industry's three-month sales.

March sales of the compacts totaled 145,152 units, a gain of 54.7 percent over the year-ago 93,828. They accounted for 38.4 percent of the month's sales.

Three-month sales of the independent Japanese-built compacts were up 52.2 percent to 130,792 units, compared with 85,931 a year ago. March sales totaled 42,207 units, a gain of 11.5 percent over last year.

• With the addition of the Chrysler T-wagons and van, the downsized Jeep Cherokee and Wagoneer and the U.S.-built Nissan/Datsun pickup, sales of the domestic compacts in the first three months and March were almost double those in 1983.

Through March, sales totaled 269,000 units, an increase of 93.9 percent over the year-earlier 138,751. During the month, dealers retailed 102,945 units, up 83.9 percent from last year's 55,978.

Truck sales by Big Three dealers through March totaled 757,948 units, up 40 percent over last year's 541,516. During the month, they retailed 299,465 vehicles, a gain of 31.8 percent over the year-earlier 227,222.

Ford's first-quarter total was 280,321 units, an increase of 31.3 percent over the year-ago 213,547. The March count was up 22.7 percent to 112,679 units, compared with 91,844 last year.

Three-month sales by Chevrolet dealers were 29 percent higher than a year ago, 270,799 versus 209,968. During the month, they sold 104,738 vehicles, up 26.8 percent over the year-earlier 82,602.

• Dodge and Chrysler-Plymouth dealers retailed 127,993 vehicles through March, an increase of 116 percent over the previous year's 59,259. March sales were up 97.9 percent to 54,533 units, compared with 27,552 in the same month in 1983.

GMC reported that March sales were higher for the 12th consecutive month. The total was 27,515, a gain of 12.3 percent over the year-earlier 24,505. Through March, dealers retailed 78,835 units, up 34.2 percent over last year's 58,742.

Sales of Jeep four-wheel-drive vehicles were up more than 100 percent for the quarter and the month. The three-month total was 34,548, a gain of 122.2 percent over last year's 15,546, and March sales were up 107.5 percent, from 5,851 units in 1983 to 12,143.

Volkswagen dealers sold only 245 compact pickup trucks in the first three months, compared with 1,577 a year ago. March sales were down from 500 a year ago to 68. The vehicle no longer is being produced.

Nissan/Datsun dealers retailed 59,185 compact trucks in the first quarter, up 85.9 percent over last year's 31,839. This year's count includes 27,346 units built in the U.S. and retailed as domestic vehicles.

• During the month, 22,980 Nissan/Datsun trucks were retailed, a gain of 98.7 percent over the year-ago 11,563. Included in the March total, an alltime high, were 11,179 U.S.-produced vehicles.

Three-month Toyota sales were 69.3 percent higher than a year ago, 58,584 versus 34,595. During the month, dealers retailed a record 24,478 vehicles, up 63 percent from last year's 15,019 units.

Record March sales also were reported for Mazda trucks. Dealers sold 12,330 units, up 46.5 percent over last year's 8,417. The three-month total of 30,769 also was an alltime high, and an increase of 81.9 percent over the previous year's 16,913 units.

March and first-quarter sales by Isuzu and Mitsubishi dealers set new marks, too.

Isuzu dealers retailed 5,900 units through March, up 20 percent over last year's 4,916. The March total was 2,346, a gain of 12 percent over the year-earlier 2,094 units.

Three-month sales by Mitsubishi dealers were 88.4 percent higher than last year, 3,700 versus 1,964. The March total was 1,251 percent, up 65.3 percent from the year-earlier 757 units.

Southeast Subaru promotes Goetze

WEST PALM BEACH, Fla.— William D. Goetze has been named vice president and general manager of Southeast Subaru, Inc. The firm is distributor for Florida, Georgia and South Carolina.

Goetze joined Subaru in 1976. Before that, he was with General Motors, Chrysler Corp. and Mazda Motors of America (East).

Big Three March, year-to-date sales

	March		Year to Date	
	1984	1983	1984	1983
Ford				
Vans	17,797	16,314	43,836	36,624
Club Wagon	2,877	3,046	8,351	7,145
Ranger	22,548	18,068	51,125	41,583
Courier	.....	186	.....	5,657
Bronco	4,457	4,568	11,482	10,619
Bronco II	7,995	2,499	21,147	2,698
Pickups	52,366	43,262	133,177	99,806
Mediums	3,746	2,947	8,959	7,385
Heavies	893	954	2,244	2,030
Chevrolet				
Vans	16,486	13,051	42,181	33,479
Sportsvan	2,373	1,741	5,867	4,711
S-10	18,375	15,836	45,697	41,558
S-10 Blazer	11,514	8,968	31,059	20,747
LUV	.....	524	.....	1,888
El Camino	2,342	1,768	6,063	4,539
Blazer	4,682	2,658	13,000	6,445
Suburban	4,851	3,228	12,000	7,764
Pickups	42,691	33,751	111,351	85,692
Mediums	1,424	1,077	3,581	3,145
Chrysler				
Vans	7,603	7,034	18,809	15,661
Ram Wagon	4,545	3,792	11,014	7,854
Voyager	8,778	.....	19,641	.....
Caravan	9,444	.....	20,587	.....
Mini Ram Van	1,609	.....	1,761	.....
Ram 50	3,406	2,316	10,048	5,958
Other Plymouth Trucks	.....	925	378	2,243
Ramcharger	3,227	2,559	7,560	4,948
Rampage	951	1,164	2,399	2,533
Pickups	14,970	9,762	35,776	20,062
GMC				
Vans	4,511	5,122	13,253	10,404
S-15	3,595	3,406	10,162	8,803
S-15 Jimmy	2,586	1,625	7,726	3,454
Jimmy	802	705	2,428	1,510
Caballero	262	176	665	450
Suburbans	1,457	1,210	3,915	2,640
Pickups	10,890	9,550	30,806	24,187
P Models	306	257	1,205	646
Mediums	2,262	1,715	5,805	4,909
Heavies	844	739	2,870	1,739

Award-winning brake system

Australian-designed Girlock braking system, used in the Chevrolet Corvette, received an award from the Industrial Design Council of Australia.

Australian brake system captures award for design

SYDNEY, Australia. — The Australian-designed Girlock braking system, now fitted to the Chevrolet Corvette, has won a Design Council Award.

That award recognizes the technical superiority of the Sydney design which has won its place in Detroit, the toughest of all automotive markets.

The award was granted by the Industrial Design Council of Australia.

The lightweight design has a single piston, finned floating alloy caliper riding on two permanently sealed and lubricated guide pins.

The braking torque is transmitted independently through high performance semi-metallic pads via a rigid closed loop iron carrier.

Girlock has 85 percent of the Australisn disk brake market and expects to extend its inroads into the international market.

Maryland dealers plan Greek meeting

BALTIMORE. — The Automobile Trade Assn. of Maryland will hold its fall business meeting Sept. 30-Oct. 8 overseas.

The meeting will be held in Athens and on a three-day cruise of the Greek islands.

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Prosecutor calls it story of dream turned to nightmare

DeLorean drug trial opens in L.A.

Continued from Page 2

its case against DeLorean, combined two separate investigations.

One involved William M. Hetrick, who was arrested and later pleaded guilty to supplying the cocaine involved in the case, and the other involving DeLorean.

Walsh said the drug deal involving DeLorean totaled $1.8 million.

The prosecution's first witness in the case was Benedict Tisa, who posed in an undercover role as James Benedict, a vice president of Eureka Savings & Loan headquartered in San Carlos, Calif., a suburb of San Jose.

Tisa testified that his first contact with DeLorean, which was recorded and played in court, was when DeLorean called him on the advice of Hoffman.

DeLorean had called to check the net worth of Hoffman, with whom he was considering a "transaction," Tisa said. Tisa, as Benedict, said Hoffman's net worth was in "eight figures."

DeLorean asked if Tisa would be interested in offering some financing for some of DMC's 1,300 cars in inventory in the U. S.

Through Tisa's testimony and a series of audio and videotapes played in court, the government painted a picture of DeLorean anxious to find financing for his auto company and slowly beginning to talk to Tisa about the alleged drug deal with Hoffman.

Meanwhile, Tisa was attempting to interest Hetrick in using DeLorean's business to launder funds.

During the Sept. 8, 1982, meeting between Tisa and DeLorean, the former auto maker said he would be unable to funnel the money through the U. S. car company, which was publicly held. However, he said it could be done through DeLorean Mfg. which owns Logan Mfg., a snow grooming equipment company based in Logan, Utah.

DeLorean described Logan as "where I derive my personal income . . . the car business is getting started, but I take two or three million a year out of there (Logan) as my personal income. That's what I live on."

DeLorean said he purchased Logan from Thiokol three years earlier for about $14.5 million and suggested that Tisa's investor put in a similar amount, and he (DeLorean) would give him half interest in the operation as collateral.

The money would be laundered by paying it out to the investor in parcels ranging from a quarter to a half million for work supposedly done over previous years, according to the videotape of the conversation.

"This being completely my private deal, I can construct a record so that we can go back," DeLorean said, "back to 1978 or '79 when I bought it and have him (Hetrick) participate all the way up the line."

Tisa and DeLorean also discussed how long it would take before the profits from the transaction would begin to come in and it was disclosed that those profits would be used to pay off the investor in Logan. (Tisa had yet to identify Hetrick to DeLorean as the source of funds.)

DeLorean seemed more anxious to see the funds that were to be funneled into his operation than the profits from the drug transaction. A series of audiotapes played by Tisa were of phone calls from DeLorean after the videotape meeting asking if Tisa had met with the investor yet.

The videotape between Tisa and Hetrick, on the other hand, showed Hetrick apprehensive of being involved in the laundering scheme as well as a drug deal involving Hoffman. Hetrick said he had lost money in previous business dealings with Hoffman.

When told that someone else would be supplying the money for the drugs, Hetrick said he would go through with the deal, but still had reservations about the laundering scheme.

But Hetrick agreed to talk with DeLorean and said if the drug deal went off as planned, he might consider the scheme.

Mazda, Kidney Foundation team up

Singer Juice Newton and Mazda dealer Dino Grossi, Martin Mazda, Woodland Hills, join 12-year old Wesley Adam at UCLA's pediatric dialysis unit to kick off the 1984 Mazda/National Kidney Foundation Drawing. Working with Mazda dealers throughout Southern California, the Kidney Foundation hopes to raise $50,000 for research and patient care. Newton is the honorary chairperson for the National Kidney Foundation of Southern California.

Two-front legal skirmishing to multiply DeLorean woes

Continued from Page 2

claims for $3 million, $250,000 of which will be paid up front with the balance collectible if and when the trustee successfully adds to the estate. There will be a hearing on the agreement on May 1 in bankruptcy court here.

The partnership also agreed to drop DeLorean and his companies from its lawsuit while maintaining its suit against Wall Street Investment Banker Oppenheimer & Co., which put the deal together. That lawsuit, along with several others, will be tried in Detroit before U. S. District Judge George Woods.

In addition to the suit against Oppenheimer, the partnership trustee has filed a $30-million class-action lawsuit against Big Eight accounting firm Arthur Andersen in Federal Court in Miami. The suit charges Arthur Andersen, as auditor of the partnership and most of DeLorean's companies, was negligent and guilty of "professional malpractice" for allowing the funds to disappear without a trace.

Meanwhile, the federal grand jury investigation which for months was bogged down, is building steam. The subpena to DeLorean was another sign the U. S. Attorney's Office and the FBI are moving. The grand jury also has subpenaed bank records, company records and individuals in its investigation of a variety of fraud charges.

Sources close to the situation believe the U. S. Attorney's Office in Detroit is proceeding with its investigation here at full throttle and completely independent of the Los Angeles drug trial.

The result of all these offensives is that no matter what happens in the Los Angeles drug trial, there is little chance John DeLorean will be able to avoid dealing with a host of more complex problems in Detroit.

European market badly scrambled in first quarter

Continued from Page 1

ket. There have also been impressive export gains, resulting in an industry-best exxpansion of 13.9 percent to 377,700 in total.

GM's success is based mainly around the substantial gains made by its Vauxhall Motors subsidiary in the UK. In overall terms, GM is up 10.6 percent at 347,100 units. That is a scant 500 fewer than Ford, which is down 10.2 percent at 347,600 on the same period.

Part of the reason for Renault's decline is the overall fall in demand in its two main markets, France and Spain. In addition, it has lost market share to Fiat in Italy, its main export market.

Sales performances within the VW and PSA Groups differ widely. In the first quarter, VW's Audi is down about 10 percent but VW itself is up to more than 5 percent. At PSA, Peugeot's strong gain of more than a quarter is offset by a small slip at Citroen (5 percent) and a massive 43 percent drop in Talbot registrations.

Market changes

Country	3 mos., 1984	Change from 1983
Austria	58,700	0
Belgium/Lux.	125,600	+17.9
Denmark	37,800	+26.9
Finland	33,300	− 1.0
France	449,900	−10.7
Greece	18,800	+51.1
Ireland	20,700	−17.3
Italy	482,400	+ 8.5
Netherlands	133,000	+ 3.0
Norway	24,900	−15.9
Portugal	17,300	−16.6
Spain	132,600	− 9.2
Sweden	57,600	+14.9
Switzerland	70,900	−10.1
United Kingdom	502,900	+ 0.4
West Germany	689,400	+ 5.1
TOTAL	2,858,800	+ 1.0

Chrysler L-car remains alive but size is debated

Continued from Page 2

ly at some low-volume production in Mexico, Iacocca said.

Miller added Chrysler already is in compliance with Mexican auto trade requirements and any such move would be in response to capacity demands in the U. S.

But it is unlikely that big cars would be built there, despite rumors that have been circulating in Detroit.

"They're building good quality — we've looked at their K-cars versus our K-cars, so it's possible we would take some of the units that are dying off to the 25,000 to 50,000 level and move them offshore," Iacocca said.

But later, Executive Vice President Richard Dauch cautioned that the possibility was "a low-priority item." The complexity of larger-car assembly makes Mexico an unlikely prospect, he said.

Charges fly as Oklahoma defeats fleet-subsidy bill

Continued from Page 1

and established procedures for termination buy-backs of equipment, among other issues.

But it was clear the provision on subsidies was the crux of the battle.

It was so central that GM President F. James McDonald wrote to Gov. George Nigh urging the veto of the measure if it passed. The letter and other statements by GM made it plain that if he did not, the auto maker would flex its corporate muscle and reevaluate its position in the state. A copy of the letter was obtained by Automotive News.

McDonald said flatly, "This bill is inimical to the interests of motor vehicle manufacturers, distributors and consumers and signals to the business community that Oklahoma is an undesirable state in which to locate or conduct business. For these reasons . . . General Motors respectfully requests that you veto this bill."

On the fleet subsidy issue, McDonald told Nigh the company would face the dilemma "of complying with the provision and thus unfairly burdening customers in other states, refusing to comply and risking the loss of our right to sell in the state of Oklahoma as well as incurring fines and penalties, or filing a lawsuit against the State of Oklahoma to enjoin the enforcement of the act and to have it declared unconstitutional."

McDonald went on to state that other provisions of the bill were requiring confidential information regarding sales and marketing plans and other issues. McDonald said the bill is special-interest legislation which will further erode the business climate in the State of Oklahoma, injure automobile manufacturers and distributors and adversely affect the interests of consumers.

The issue was clouded by the plant here. McDonald's letter came shortly after GM lost a tax appeal case after the U. S. Supreme Court refused review.

There have been reports that GM threatened to close the plant because of the tax situation and the subsidy bill. A. H. McMullen, GM's regional governmental affairs manager, denied this, saying there were no threats to close the plant.

But GM did say "it may reevaluate a planned renovation of the facility in 1987-88," he said. McMullen said the bill was the "final straw" and a "determining factor in a long series of events."

GM was also charged with threatening dealers in the state, which McMullen denied.

Sources said GM representatives called dealers and asked "what they were going to do with their buildings when the company could not supply" cars to them.

McMullen admitted that zone managers contacted dealers to explain GM's position on the bill and ask them to contact their legislators and support the corporation. But he denied that threats were made.

• If there were threats, it did not destroy dealer unity in favor of the bill. State Rep. Harold Hale, a cosponsor of the bill, told Automotive News that 95 percent of dealers in the state were behind the measure, which was unusual solidarity.

"The norm for support of most measures is about 25 percent," Hale said. "This tells me there is something wrong with the franchise system." He added that the issue "is not dead."

It was Hale who termed the changing of the votes as very unusual. Reports indicated that the session in the House turned into a shouting match and name-calling contest. It was also implied that the House reneged on its support of the dealers.

In order to put pressure on the legislators, GM hired lobbyists to beef up its own staff in the effort to defeat the measure. None of the other auto makers entered the battle.

The Oklahoma dealer association agrees with Hale that the issue is far from dead.

movers and shakers

Olsmobile

Oldsmobile has promoted **Ivan W. Stebbins** to assistant general sales manager in charge of service. He succeeds the late **Kermit R. Hummel.**

Kenneth E. McCourt, who was administrative assistant to the general sales manager, has succeeded Stebbins as general service manager.

In another home-office appointment, **Gary W. Sigman** replaced McCourt as administrative assistant to the general sales manager.

Oldsmobile also named three zone managers. **Patrick J. Hayes** succeeded Stigman as head of the Charlotte zone; **Charles D. Hardy Jr.** replaced Hayes as Washington zone manager, and **Robert W. Dudding** was appointed St. Louis zone manager, replacing Hardy.

Stebbins joined Oldsmobile in 1951 and served in Lansing, Jacksonville, Detroit, Minneapolis and Chicago.

He also was Southwest regional service manager, assistant zone manager in Cincinnati and assistant general service manager before becoming general service manager in 1978.

McCourt started at Oldsmobile in 1968 and held service posts in the Detroit, Houston and Chicago zones.

He also has been service promotion manager for Oldsmobile, training development manager for General Motors and technical service manager for Oldsmobile.

Stigman has been with the division since 1961 and his duties have taken him to Atlanta, Jacksonville, Los Angeles and Lansing. The Charlotte assignment was his first as a zone manager.

Hayes joined Oldsmobile in 1953 and his assignments have been in the Detroit and Cleveland zones and at division headquarters in Lansing. He was assistant zone manager in Washington before becoming zone manager there.

Hardy started with Oldsmobile in Charlotte in 1962 and later served in Philadelphia and Atlanta and as fleet manager for the Eastern U. S. before becoming head of the St. Louis zone.

Dudding joined General Motors in 1953 with what is now Detroit Diesel Allison Division. Since moving to Oldsmobile in 1960, he has served in Washington, Boston, Newark, New York and Portland and as area fleet manager for the Atlantic region. Most recently, he has been fleet sales manager for the Eastern U. S.

Ivan W. Stebbins

Kenneth E. McCourt

Ford Division

Ronald M. Tillier has been appointed Philadelphia district sales manager for Ford Division. He succeeds **Donald S. Cook Jr.,** who has been named general marketing manager for Ford of Canada.

Tillier has been district sales manager for Ford Division in Indianapolis since 1981. He joined Ford Motor Co. in 1965 and has served in New York, Dearborn, Minneapolis, Chicago and Newark.

The Philadelphia district supervises the activities of 146 Ford dealerships in southeastern Pennsylvania, southern New Jersey and Delaware.

General Motors

Richard F. O'Brien has been named general director of employe benefits for General Motors. He succeeds **Kenneth E. Olthoff,** who was appointed personnel director for GM's Packard Electric Division.

O'Brien, 41, joined GM in 1966 and was named assistant treasurer in 1981. He has been general director of worldwide personnel administration since 1982.

Olthoff, 53, has been with GM since 1954 and has been general director of worldwide employe benefits since 1981.

George A. Peapples, 43, has been named to the newly established post of director of strategic business planning for the Chevrolet-Pontiac-GM Canada group of General Motors.

Peapples has been vice president and finance manager for GM of Canada since 1982. He has been with GM since 1964, except for three years (1977-80) as an assistant secretary of the Navy with the U. S. Department of Defense.

Charles E. Golden, 37, has been appointed assistant treasurer of GM to succeed **Leon J. Krain** who now is vice president and finance manager for GM of Canada.

Golden has been director of forward business planning for Fisher Body Division since 1982. He joined GM in 1970 in the treasurer's office in New York.

American Motors

James R. Murphy has been appointed director of advanced product planning for American Motors.

He had been manager-advanced product planning for AMC since 1980. Murphy joined AMC in 1979 after eight years with Ford Motor Co.

Chevy for Miller

LEEDS, Ala. — Luther Miller has signed a Chevrolet franchise here.

Youngest GM dealer in U. S.

At age 22, Graye H. Wolfe, seated, is the youngest GM dealer in the nation, according to NADA. A graduate of NADA's Dealer Candidate Academy and Northwood Institute, he has worked in dealerships for 10 years. His dealership is Better Buick-GMC in Caldwell, Id. Looking on as Wolfe signs an agreement are L. P. DeZan, left, Buick Portland zone district manager, and W.E.L. Powell, Buick Portland zone manager.

factories list auction dates

American Motors

April 24—Aptco Auto Auction, Taylor, Mich.

April 25 — Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason, Ia.

April 26—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 27—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

April 24—Florida Auto Auction of Orlando, Ocoee, Fla.

April 25—Columbus Fair Auto Auction, Obetz, O.

April 26—Indianapolis Auto Auction, Indianapolis, Ind.; Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

April 26—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 26—Skyline Auto Exchange, Fairfield, N. J.

General Motors

April 25—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C., and Golden Gate Auto Auction, Fremont, Calif.

April 26—Butler Auto Auction, Gibsonia, Pa.

May 2 — Golden Gate Auto auction, Fremont, Calif.

May 2—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 8—Florida Auto Auction of Orlando, Orlando, Fla.

May 9—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

May 10—Nashville Auto Auction, Nashville, Tenn.

May 15—Southern Auto Auction, E. Windsor, Conn.

May 16—Metro Auto Auction, Kansas City, Mo.

May 17 — Indianapolis Auto Auction, Indianapolis, Ind.

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Iacocca: Chrysler may move some action overseas

BOSTON. — In reaction to the General Motors-Toyota joint venture, Chrysler Corp. Chairman Lee Iacocca said that his company would probably move some operations overseas.

Speaking to a group of security analysts here, Iacocca said, "I'm not going to worry about jobs. I will probably go offshore and do whatever else I have to do to remain competitive."

Although the FTC has approved the joint venture, a lawsuit which Chrysler filed in January to stop the project is pending..

Chrysler has a $600 million program underway to develop a line of subcompact cars, but Iacocca said that, come September, the company would probably drop that project and instead try to form a joint venture with a foreign car maker.

Used Car Sales

Auction Averages

April to date	$5,603
Month ago	$5,040
Year ago	$5,036

Model breakdown

Auction Averages

	April To Date	March	February
1984	$15,814	$12,302	$10,278
1983	9,012	8,066	8,567
1982	6,840	6,357	6,218
1981	5,530	5,393	5,154
1980	5,794	4,351	4,526
1979	4,184	3,698	3,469
1978	3,029	2,744	2,421
1977	2,199	2,365	1,907
Overall Average	$ 5,603	$ 5,182	$ 5,340

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New minivan plant a possibility

How Chrysler will spend big bucks

By Kathleen Hamilton
Financial Editor

Chrysler Corp. executives outlined some of the ways the company will be spending its record profits while trying to ensure repeat performances.

A second facility for minivans probably will be added, Chairman Lee Iacocca said. Meanwhile, Chrysler is negotiating with the Canadian UAW for a quick-term solution to its "backlog of 100,000 that we don't know how to dent," Iacocca said.

Several plans are being eyed, all of which would include four-day workweeks, shifts longer than eight hours and seven-day-a-week use of the Windsor plant.

Allowing time for maintenance of machinery is one concern, but Iacocca said 75,000 to 80,000 minivans a year could be added to production, starting this summer. It would take 16 months to build a new line, he said.

Iacocca singled out the shuttered Canadian engine plant and a small V-6 as likely candidates for revival.

Chrysler also is looking at the possibility of building vehicles in Mexico, where it has open capacity, he said.

Chrysler is not seriously negotiating with Volkswagen or Peugeot these days, but it is in "heavy negotiating with Mitsubishi and some others about the possibility of building our smallest car somewhere else," Iacocca said.

An upscale U. S.-built small car is still a possibility, one senior executive said.

Our definite program is a 1987 front-drive New Yorker and probably a derivative even higher up the luxury scale — described by Iacocca as an Imperial-type four-door. Investment will be "six or seven million bucks," Iacocca said.

Chrysler may move upscale in trucks, too, Iacocca said, although he also stressed the need to build base-price minivans — something that isn't happening now because of high demand for luxury models.

Chrysler also will be spending its money on executive bonuses, if stockholders approve a director-backed proposal.

Chrysler's bonus formula was unused for so long that it expired in 1981, and Chrysler directors must now ask shareholders for approval of a new formula, said Douglas Fraser, retiring Chrysler board member and former UAW president.

Because the plan will cover Chrysler's mid-level executives, like plant managers, who had wages frozen for several years, Fraser said he voted for the proposal.

But he objected to the formula's retroactivity. If approved, executives will receive bonuses for 1983 — a retroactivity worker's didn't get, Fraser said.

Details are expected to be made public early this week with publication of Chrysler's proxy statement. First payments could be made this summer, Iacocca said.

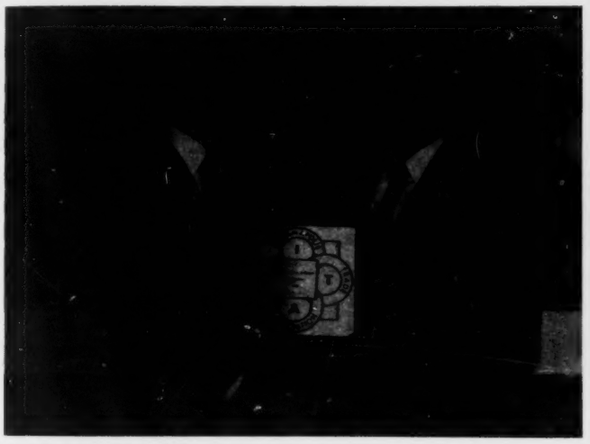
Fraser's successor at the UAW helm, Owen Bieber, is scheduled to meet with members of the Chrysler nominating committee within 30 days and will probably meet with the entire committee at the May or June meeting, Iacocca said.

One concern is that making Bieber a director would set a precedence for a UAW seat on the board. Another is that no other auto maker can have a UAW seat while Chrysler has one, Iacocca said. It may be time for another maker to carry on the experiment, he said.

Chrysler will expand its dealer network, but not much above the 4,000 mark, as vehicle output climbs, Iacocca said. He estimated dealer return on investment this year will be in the range of 35 to 40 percent, breaking last year's record.

"We're not going to get into overdealing, but we have always lagged behind General Motors and the Japanese in this area," he said.

Chrysler's productivity has soared from 10.2 cars built per employe in 1980 to an annual rate of 19.3 per employe this quarter, he said. In the first quarter of last year, Chrysler was building at a rate of [illegible]8 per employe, he said.



Indianapolis officers

The Indianapolis Auto Trade Assn. has installed new officers. Michael Shore, left, Harry A. Sharp Co., Inc., incoming president, presents the honorary president's plaque to outgoing president Tom Roush, Tom Roush Lincoln-Mercury-Mazda.

Inventory of import cars is pared to 27-day supply

Continued from Page 1

year earlier, there were 92,727 trucks in inventory, a 61-day supply.

The combined imported car and truck inventory April 1 totaled 273,324, a 27-day supply, compared with 270,576 on March 1, a 30-day supply. A year ago, the combined inventory was 380,135 on April 1, a 39-day supply.

The inventory of Japanese-built cars April 1 totaled 94,499 units, the lowest level since AUTOMOTIVE NEWS began keeping import inventory records and a mere 16-day supply, compared with 113,070 units a month earlier, a 20-day supply.

Japanese nameplates and their April 1 days-supply figures were: Toyota, 7; Nissan, 15; Honda, 15; Mazda, 15; Mitsubishi, 19; Subaru, 32, and Isuzu, 40.

In addition, Chrysler Corp. had a 56-day supply of Mitsubishi-built cars, including Dodge Colt, 46½; Plymouth Colt, 51; Plymouth and Dodge Vista, 54; Plymouth Conquest/Sapporo, 112, and Dodge Conquest/Challenger, 122.

West German-made cars in inventory April 1 totaled 84,116, a 67-day supply, compared with 62,374 a month earlier, a 55-day stock.

German nameplates and their April 1 days-supply figures were: Mercedes, 27; Porsche, 34; Audi, 66; BMW, 75, and Volkswagen, 104. (The VW figure is for imports only; VW also had a 100-day stock of U.S.-built Rabbits.)

Days-supply figures for other European lines included: Jaguar, 19; Alfa Romeo, 23; Saab, 44; Volvo, 47; Peugeot, 52, and Renault, 187.

Days-supply figures for imported pickup trucks April 1 were: Mazda, 12; Nissan, 17; Toyota, 20; Mitsubishi, 27; Chrysler Corp./Mitsubishi, 97, and Isuzu, 113½.

IMPORT STOCKS

	April 1, 1984	March 1, 1984	April 1, 1983
Honda	15	19	23
Isuzu	40	32	22
Mazda	15	21	40
Mitsubishi	19	18	74
Nissan	15	22	38
Subaru	32	27	30
Toyota	7	9	12
Chrysler	56	64	76
JAPANESE MODELS	16	21	30
Audi	66	26	99
BMW	75	68	35
Mercedes-Benz	27	28	26
Porsche	34	25	32
Volkswagen	104	91	66
GERMAN MODELS	67	56	51
Alfa Romeo	23	24	76
Jaguar	19	14	19
Peugeot	52	51	100
Renault	187	219	234
Saab	44	51	44
Volvo	47	51	37
OTHER MODELS	44	41	79
TOTAL IMPORTED CARS	27	29	36
Isuzu	113½	92	150
Mazda	12	18	47
Mitsubishi	27	25	109
Nissan	17	40	52
Toyota	20	28	36
Chrysler	97	60	72
TOTAL IMPORTED TRUCKS	25	34	61
TOTAL IMPORTED VEHICLES	27	30	40

VW-Mexico launches anniversary Beetle model

MEXICO CITY.—As it completes 30 years in Mexico, Volkswagen de Mexico is launching its Volkswagen Sedan Commemorative Edition — a deluxe version of the Beetle.

From the first, the Beetle has been accepted well here. Initially, it was presented to the Mexican public at the National University of Mexico here in 1954.

Chrysler counts a record profit of $706 million

Continued from Page 3

for Chrysler: Its sales outside the U. S. and Canada rose 13 percent, from 354,206 cars and trucks to 516,672. Most of those sales were in Mexico, a market that fell 40 percent last year.

Iacocca reiterated what has become a fairly common Detroit theme: Recent record profits have not yet offset damage done during the four-year auto slump. Iacocca recalled 10 quarters of losses — what he called "the red sea."

"We made up for two lousy quarters instead of just one in the first quarter by coming in with a number of $706 million," he said.

Although Chrysler profits were higher than almost every auto analyst had predicted, its stock price fell on the day profits were announced.

David Healy, Drexel Burnham & Lambert auto analyst, speculated that Iacocca's week-earlier promise to analysts in Boston that profits would be a "barn-burner" overprepared the market. Some were expecting a billion-dollar quarter, and bought on that speculation, he said.

GM's Smith calls technology key to industrial leadership

TOKYO. — The worldwide technology race facing business is ultimately a race for survival, General Motors Chairman Roger B. Smith said.

"The winners in the business world from here on out will be those companies who are most aggressive, creative and successful in implementing advanced technological concepts," he said.

"They will be the companies who lead in the rapid and appropriate implementation of technology — not just technology for technology's sake. They will be the companies who bring advanced technology to market in an affordable and world-class quality package — one that gives true value to the customers."

Speaking at the opening of the new Nikkei Industry Research Institute, Smith said increasing competition in the worldwide motor vehicle industry is forcing the advancement of new technology.

• "This has had a profound effect on the products we make, the plants where we make them, and the workforce that puts them together," he continued. "For if we manufacturers are to succeed — indeed, to survive — the cars and trucks of the future must be the highest quality we can make them — and they must be built in the factory of the future by the workforce of the future."

Smith said GM's goal in the technology race "is to be the world's leader in all technologies appropriate to us."

One example of GM's technological leadership cited by Smith is the Saturn Project to create a new family of subcompact cars using entirely new production technology and management techniques.

Referring to GM's venture with Toyota to produce a new small car made and sold in the U. S. and with Fanuc of Japan to produce industrial robots for use worldwide, Smith said: "Down the road, we see ourselves entering more joint agreements and cooperative arrangements — the way so many other companies are around the world."

GM-Toyota Chevy to turn profit for GM, Smith says

Continued from Page 1

said Smith. Later, he referred to the UAW as being one of the problems in introducing new working methods.

Shoichiro Toyoda, Toyota president, said that the basic idea was to adopt the Toyota manufacturing system as far as possible, but taking into account distance and quality.

Eiji Toyoda, Toyota chairman, who did most of the talking on Toyota's behalf, said that the main reason why Toyota wanted to get involved was to overcome trade friction, although most observers would feel that Toyota could have done a much better job of doing that by com-

However, Smith said that the ing to the U. S. on its own. way GM's manufacturing facilities are set up at present, there is no way it can meet the demand for small cars, even taking into account the imports from Suzuki and Isuzu.

Therefore, it needs the small Chevrolets that will come from Fremont and may still need to introduce extra models on its own account.

Both Toyoda and Smith said they were opposed to protectionism, and Smith said that he would like to see a return to free trade with an end to voluntary restraint. But, he said, he hoped the Japanese Government would exercise its wisdom on how and when it did this.

Hollack elected

PITTSBURGH. — Robert J. Hollack, vice president and general manager of Country Motors Honda/Saab, has been elected president of the Greater Pittsburgh Honda Dealers Assn.

125,432 cars built in holiday week

Good Friday cuts auto production

By Joe Wilssens
Staff Writer

Last week's domestic auto production fell nearly 30 percent from the previous week's output. The Good Friday holiday was a principal factor.

U. S. auto makers slated production of 125,432 cars, 29.41 percent lower than the prior week's 177,695 and 8.08 percent below the year-ago week's output of 136,457.

To date this year, 2,650,126 cars have been completed, up 39.36 percent from 1,901,639 built in the comparable period last year.

Breakdown for the week by company was: General Motors, 54.39 percent; Ford Motor Co., 24.74 percent; Chrysler Corp., 14.55 percent; American Motors, 3.07 percent; Honda, 1.75 percent, and Volkswagen of America, 1.50 percent.

All nine of Ford's auto assembly facilities scheduled daily overtime last week with Atlanta, Kansas City, Wayne (Mich.) and Wixom (Mich.) working extra Saturday (April 21) hours.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 and No. 2 worked two 9-hour daily shifts, while Jefferson (Detroit) worked two 8½-hour daily shifts last week.

Groups of GM diesel owners to merge at Reno meeting

By Richard Johnson
Staff Writer

Several consumer groups representing dissatisfied owners of General Motors diesel cars are scheduled to meet in Reno later this week to unify their efforts and plot new courses of action.

Four organizations, including three which several weeks ago announced they would unite under the name National Assn. of Diesel Owners (NADO), plan to merge, elect officers and set future strategies at a meeting April 27 at the MGM Grand Hotel in Reno.

The groups are General Motors Diesel Users Demanding Satisfaction (GM-DUDS) from the Chicago area, the New York-based Lemon-On-Wheels, Disgruntled Diesel Owners (D-DOG) of Virginia and the Seattle-based Consumers Against General Motors.

The diesel groups sprouted in response to mechanical problems associated with a 5.7-liter, V-8 diesel engine built by Oldsmobile and installed in Oldsmobile, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981. Unhappy diesel owners have filed numerous lawsuits against GM, including several major class actions.

Finkelberg said possible expansion of the group's efforts to include dissatisfied owners of other GM products will be discussed at the Reno meeting.

GM-DUDS halted negotiation of case-by-case settlements with the corporation in early March, claiming that GM had refused to compensate for lost cash value of diesel models and provide extended warranties as promised.

The company offered to begin negotiations with GM-DUDS and agreed to reimburse for repair of transmissions, powertrain, diesel components, transportation charges, towing and car rental, incidental expenses and extenuating circumstances expenses. But GM spokesmen have denied that cash reimbursements covering lost value or extended warranties were part of the agreement.

Lemon-On-Wheels has processed about 350 claims over the past 18 months under a program which calls for cases to be reviewed by a GM representative and a member of the consumer group.

Lemon-On-Wheels, which has about 5,000 members, turned down a settlement offer similar to GM's proposal to GM-DUDS.

The D-DOG group has entered into a claims procedure with GM whereby the petitions of 6,668 diesel owners will be reviewed on an individual basis.

The FTC last fall approved a nationwide arbitration program to resolve owner disputes stemming from the V-8 diesel and other gasoline engine and transmission problems. Awards by Better Business Bureau arbitrators are binding on GM, but not on the car owners.

Truck production shows decline in short week

Good Friday-shortened work schedules caused domestic truck production to drop last week despite overtime at seven assembly facilities.

Truck manufacturers targeted production of 50,212 units last week, 23.12 percent below the previous week's 65,315 but 2.27 percent above the year-ago week's 49,097.

Year-to-date, 983,135 trucks have been assembled, 51.04 percent more than the year-ago total of 650,934.

All six of Ford Motor Co.'s assembly facilities scheduled additional daily hours last week with Kansas City and Twin Cities (Minn.) working extra Saturday (April 21) hours.

Chrysler Corp.'s Warren (Mich.) truck plant worked two eight-hour daily shifts last week.

Holiday week cuts output of Canadian plants

Canadian car and truck makers saw production dip due to the holiday-shortened work schedule last week. All plants were closed Good Friday.

The loss of a production day resulted in last week's build estimates falling 19.39 percent for cars and 29.26 percent for trucks.

Canadian auto manufacturers slated production of 18,803 cars last week, down from the previous week's 23,325. The total was 25.93 percent less than the 25,386 assembled in the year-ago week.

To date this year, the manufacturers have built 352,702 autos, 17.21 percent better than the year-ago total of 300,905.

Truck assembly last week was targeted at 12,810, off from 18,109 trucks assembled in the previous week, but 4.43 percent ahead of the year-ago week's 12,267.

So far this year, truck production has climbed to 263,183 units, a 67.88 percent improvement over the 156,766 trucks which were assembled at this time in 1983.

Chrysler Corp. estimated production of 1,500 Dodge Caravans, 1,460 Plymouth Voyagers and 608 Mini Ram Vans at its Windsor (Ont.) plant last week. The build lifts the year-to-date T-115 total to 69,321.

CANADIAN CAR PRODUCTION

	Week Ended April 21, 1984	Week Ended April 23, 1983	Week Ended April 14, 1984	April to Date	Jan. 1, to April 23, 1983	Jan. 1, to April 21, 1984
AMERICAN MOTORS	480	820	.....	1,084	8,799	8,112
CHRYSLER CORP.	.....	5,189	.....	.....	70,329	.....
FORD MOTOR	8,000	5,777	9,771	28,449	50,015	130,672
GENERAL MOTORS	10,143	13,375	13,329	37,054	168,252	210,453
VOLVO	180	225	225	630	3,510	3,465
Total Cars, Canada	18,803	25,386	23,325	67,217	300,905	352,702

TRUCK PRODUCTION IN U. S.†

	Week Ended April 21, 1984	Week Ended April 23, 1983	Week Ended April 14, 1984	April to Date	Jan. 1, to April 23, 1983	Jan. 1, to April 21, 1984
CHEVROLET	14,496	16,728	20,213	54,117	224,363	314,390
DODGE	3,200	2,656	4,299	11,716	40,496	65,250
FORD	20,288	19,395	26,002	69,970	257,044	372,527
GMC	5,389	5,836	6,664	18,586	77,453	100,539
INTERNATIONAL	1,599	1,027	1,702	4,909	14,572	23,230
VOLKSWAGEN	.....	221	.....	.....	[illegible]	.....
JEEP	2,900	2,184	3,669	10,239	[illegible]	60,333
NISSAN	1,500	.....	1,716	4,963	.....	29,426
AM GENERAL	40*	50*	50*	140*	750*	840*
MISCELLANEOUS	800*	1,000*	1,000*	2,800*	15,000*	16,600*
Total Trucks, U. S.	50,212	49,097	65,315	177,440	650,934	983,135

CANADIAN TRUCK PRODUCTION

	Week Ended April 21, 1984	Week Ended April 23, 1983	Week Ended April 14, 1984	April to Date	Jan. 1, to April 23, 1983	Jan. 1, to April 21, 1984
CHRYSLER CORP.	5,440	2,730	8,284	21,920	42,212	110,904
FORD MOTOR	2,680	2,972	3,334	8,857	39,685	50,988
GENERAL MOTORS	4,544	6,371	6,344	17,181	72,600	99,046
INTERNATIONAL	146	194	147	442	2,269	2,245
Total Trucks, Canada	12,810	12,267	18,109	48,400	156,766	263,183
N. American Trucks	63,022	61,364	83,424	225,840	807,700	1,246,318

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended April 21, 1984	Ended Week April 23, 1983	Week Ended April 14, 1984	April to Date	Jan. 1, to April 23, 1983	Jan. 1, to April 21, 1984
AMERICAN MOTORS	3,850	3,484	4,854	13,426	53,479	64,224
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	3,850	3,484	4,854	13,426	49,408	64,224
Alliance	2,200	3,484	2,749	7,638	49,408	34,435
Encore	1,650	.....	2,105	5,788	.....	29,789
CHRYSLER CORP.	18,250	18,465	29,929	74,438	247,199	412,225
Plymouth Total	5,450	5,980	8,953	21,990	92,263	121,807
Horizon	2,200	2,356	3,679	8,614	30,918	49,335
Reliant	2,800	3,498	4,505	11,557	60,259	64,272
Caravelle†	50	126	197	412	1,086	2,690
Gran Fury	400	.....	572	1,407	.....	5,560
Chrysler Total	6,400	5,001	10,128	25,371	57,506	136,519
LeBaron	2,100	2,217	2,905	7,564	27,309	40,518
Laser	900	.....	1,629	4,013	.....	25,033
Chrysler E-Class	1,500	2,784	2,583	6,345	30,197	34,230
Fifth Avenue	1,900	.....	3,011	7,449	.....	36,738
Dodge Total	6,400	7,484	10,848	27,077	97,430	153,899
Omni	2,200	2,886	3,326	8,631	30,906	46,766
Aries	2,000	3,092	3,491	8,767	43,583	51,030
Daytona	700	.....	1,226	2,962	.....	19,731
Dodge 400	.....	716	.....	.....	10,004	.....
Dodge 600	1,300	790	2,090	5,199	12,937	26,850
Diplomat	200	.....	715	1,518	.....	9,522
FORD MOTOR	31,027	32,598	40,779	110,346	441,379	549,139
Ford Division	19,498	21,893	26,594	70,819	290,630	360,655
Escort	5,815	6,965	8,129	21,351	81,679	111,441
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,474	3,456	3,202	8,953	40,952	39,962
LTD	3,453	3,799	4,412	12,095	56,451	74,425
Thunderbird	2,856	5,216	3,764	10,356	59,159	51,196
Crown Victoria	1,407	2,377	1,751	4,877	27,631	25,965
EXP	447	80	628	1,628	1,030	10,512
Tempo	3,046	.....	4,708	11,559	.....	47,154
L-M Division	11,529	10,705	14,185	39,527	150,749	188,484
Mercury Total	8,654	9,205	11,255	30,788	118,844	136,160
Lynx	1,271	2,067	1,605	4,441	20,704	22,670
Capri	372	681	478	1,248	7,325	5,573
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,113	1,849	2,875	7,681	21,074	33,026
Cougar	2,306	2,730	3,092	8,462	26,462	31,705
Grand Marquis	1,511	1,873	1,877	5,260	34,355	29,324
LN7	.....	5	.....	.....	323	.....
Topaz	1,081	.....	1,283	3,726	.....	13,862
Lincoln Total	2,875	1,500	2,930	8,739	31,905	52,324
Continental	762	150	761	2,072	5,900	10,041
Lincoln	1,802	972	1,832	5,468	15,212	29,524
Mark VI/VII	311	378	337	1,199	10,793	12,759
GENERAL MOTORS	68,225	79,094	97,646	262,777	1,121,180	1,550,538
Buick Division	14,575	18,450	21,051	55,972	263,769	329,946
Skylark	1,436	3,119	1,776	5,133	30,084	30,709
Skyhawk	2,560	1,171	3,762	9,594	21,544	53,385
Century	3,255	2,617	4,861	12,879	48,856	72,085
Regal	3,150	5,419	4,888	12,922	77,609	71,994
Buick	2,528	5,182	3,696	10,032	73,573	76,993
Riviera	706	942	1,074	2,705	12,103	18,188
Electra (fwd)	940	.....	994	2,707	.....	6,592
Cadillac Division	4,975	6,179	8,389	21,614	106,880	111,630
Cimarron	277	216	363	979	7,892	6,511
Seville	690	742	1,065	2,635	11,468	13,353
Eldorado	1,314	1,566	2,027	5,008	24,719	24,610
Cadillac	1,678	3,655	4,013	9,930	62,801	59,978
DeVille (fwd)	1,016	.....	921	3,062	.....	7,178
Chevrolet Division	25,719	24,215	36,378	97,115	334,842	529,851
Chevette	4,815	4,080	5,861	16,284	62,196	73,599
Cavalier	6,515	5,853	9,279	24,638	68,656	132,346
Celebrity	4,071	504	6,536	17,387	21,296	94,844
Camaro	4,381	4,336	6,117	16,119	56,669	84,578
Citation	2,256	1,571	2,988	8,018	32,223	34,962
Malibu/El Camino	522	3,901	860	2,259	44,647	11,013
Monte Carlo	844	2,043	1,423	3,681	28,252	50,180
Chevrolet	1,815	1,315	2,697	7,171	15,175	37,453
Corvette	500	612	617	1,558	5,728	10,876
Oldsmobile Division	14,986	20,713	22,146	60,469	301,432	391,859
Omega	940	2,032	1,245	3,200	21,632	17,021
Firenza	1,348	1,241	1,959	4,942	14,050	24,343
Cutlass Supreme	2,554	5,402	4,230	14,198	88,810	116,123
Cutlass Ciera	4,161	4,829	6,524	16,682	54,156	87,029
Oldsmobile	4,184	6,462	5,904	15,112	110,062	125,505
Olds 98 (fwd)	1,046	.....	1,126	3,461	.....	7,146
Toronado	753	747	1,158	2,874	12,722	14,692
Pontiac Division	7,970	9,537	9,682	27,607	114,257	187,252
Acadian†	500	508	688	1,704	5,357	6,173
2000 Sunbird	1,950	2,262	2,338	7,149	27,915	46,185
1000	1,002	1,536	1,225	3,094	13,195	13,904
Firebird	1,847	1,941	2,634	6,883	27,797	35,788
Phoenix	304	859	418	1,001	9,120	5,388
Grand Prix/Bonneville	.....	2,431	.....	.....	30,873	29,733
Parisienne	213	.....	321	892	.....	11,054
Fiero	2,154	.....	2,058	6,884	.....	39,027
HONDA	2,200	838	2,519	7,305	8,442	37,432
VOLKSWAGEN	1,880	1,978	1,968	6,221	29,960	36,568
Total Cars, U. S.	125,432	136,457	177,695	474,513	1,901,639	2,650,126
Total Cars, Canada	18,803	25,386	23,325	67,217	300,905	352,702
N. American Cars	144,235	161,843	201,020	541,730	2,202,544	3,002,828
N. American Trucks	63,022	61,364	83,424	225,840	807,700	1,246,318
North American Cars and Trucks	207,257	223,207	284,444	767,570	3,010,244	4,249,146

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

AMC recalls Spirits, Concords, Pacers

WASHINGTON. — American Motors has volunteered to recall and service some 62,400 '79 vehicles to improve control of hydrocarbons and carbon monoxide.

These are 49-state Concords, Spirits and Pacers with 258-CID engines and automatic transmissions.

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